

New Order

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Flight Start:</b>	05/24/2012
<b>Office:</b>	Alexandria	<b>Order Type:</b>	Normal	<b>Flight End:</b>	05/31/2012
<b>Client:</b>	12 - CrossroadsGPS	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	11 - Crossroads GPS	<b>Billing Cycle:</b>	Monthly		
<b>Piggyback Product:</b>		<b>Billing Calendar:</b>	Broadcast		
<b>Estimate:</b>	548 - GPS VA TV 60'S 5.24-5.31.12	<b>Received in ePort:</b>	5/16/2012 2:17:43 PM		
<b>Primary Demo:</b>	A35+	<b>Local/National:</b>	Local	<b>Airtime Dollars:</b>	\$56,600.00
<b>Demo 2:</b>		<b>Rep Office:</b>	WJLA-TV	<b>Interactive Dollars:</b>	\$0.00
<b>Demo 3:</b>		<b>AE:</b>	Barbara Monares	<b>Non-Airtime Dollars:</b>	\$0.00
<b>GRP:</b>	38.50	<b>Phone:</b>		<b>Total Dollars:</b>	\$56,600.00
		<b>OrderID:</b>	2132490	<b>Total Spots:</b>	12
		<b>Status:</b>	New		
<b>CPP:</b>	\$1,470.13			<b>MarketShare:</b>	
<b>Comments:</b>	Separation: 30				

## Daily Airtime Lines

Line	Daypart (Program)	DPT									Totals for Entire Flight					
		Code	Rate	C/T	Len	5/24	5/25	5/26	5/27	5/28	5/29	5/30	5/31			
1	ThFMTuW 6P- 6:30P ABC7 NWS AT 6	EN	\$3,200.0 0	C	60	0	1	0	0	0	1	0	1	3	2.90	\$1,103.4 5
LPMay/2011LP (pav)																
2	ThFMTuW 7:30P- 8P JEOPARDY	PA	\$8,000.0 0	C	60	0	1	0	0	0	1	0	1	3	5.20	\$1,538.4 6
LPMay/2011LP (pav)																
3	ThFMTuW 11P- 11:35P ABC7 NWS AT 11	LN	\$5,000.0 0	C	60	1	0	0	0	1	0	1	0	3	2.70	\$1,851.8 5
LPMay/2011LP (pav)																
4	ThFMTuW 11:35P- 12:05A ABC-NITELINE	LF	\$2,400.0 0	C	60	0	1	0	0	0	1	0	0	2	1.80	\$1,333.3 3
LPMay/2011LP (pav)																
5	Su 11P-12A ABC7 NWS AT 11	RT	\$3,200.0 0	C	60	0	0	0	1	0	0	0	0	1	2.50	\$1,280.0 0
LPMay/2011LP (pav)																
Total Spots:						1	3	0	1	1	3	1	2	12		
Total GRP/GIMP(000):						2.7	9.9	0.0	2.5	2.7	9.9	2.7	8.1			38.5
Cash\$ - Spots: \$56,600.00 - 12 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$56,600.00							Total CPP/CMP: \$1,470.13									